

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover

Disclaimer

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Staying Active: Sustaining Confidence, Part I

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Today's Take Away

- Engaging clients
- Organizational infrastructure to support Cultural Activation Prompts (CAPs)
- Knowing your consumer and sustaining cultural activation:
 - Organization
 - Data to identify and sustain improvement


Client Experience

- What's the primary aim of your business?
 - Is it delivering value?
 - Is it fulfilling the demands of a grant?
 - Is it satisfying to your clients?

While all are important, the critical success factor will be to put clients as cultural beings first and to put their experiences front and center – both they and the organization benefits.

The Facts

- The people you are serving, employees, employers, owners – *no one wants to deliver bad service, and no one wants to endure it*
- Uncommon service is not born from attitude and effort, but from design choices made in the very blueprints of our organization's business model



Creating the Organizational Infrastructure to Support CAPs

Outstanding Healthcare Service Organizations:

- Design a model that allows for great client experience as an everyday routine
- Identifies strategies that are responsive to the cultural nuances of the people served
- Create cultures that supports their diverse employees to excel

Outstanding Healthcare Service Organizations:

- Create funding strategies that create supportive systems:
 - For example, utilizes paid Peers, paid Cultural Brokers in service delivery
 - Informed decision-making and health literacy are attributes embedded into the system of care
 - Routinely engages in community needs assessment
 - identifying vulnerable populations, their cultural nuances and their needs
 - Uses data to identify and address the elimination of disparities

A Statement...

People don't
always need
advice. Sometimes
all they really need
is a hand to hold,
an ear to listen,
and a heart to
understand them.



Some Questions...

- Are the cultural attributes of the individuals in the community that the organization serves included in the organization's Information System?

☐ Yes

☐ No

- List some of cultural groups who reside in your service area and how much of the overall population it represents:

Cultural Groups	% of population in service area	% of population in State

Some Cultural Attributes to Consider

CULTURAL ATTRIBUTES

Race/ethnicity	Spirituality practices	Education levels	Refugee status
Age	English proficiency	Place of birth	Employment status
Gender identity	Preferred language	Length of stay in County of service	Income level
Sexual orientation	Non-English speaking languages and dialect	Migrant status	Living at or below poverty
Religion	Literacy levels	Immigrant status	Prior use of service
Current service use			
Use of homeopathic remedies, complementary/holistic/indigenous Practices	Use of homeopathic remedies, complementary/holistic/indigenous Medicines		

Some Questions...

To what extent do you know the following about the cultural groups in your service area?

	Not at All	Barely	Fairly Well	Very Well	Not Applicable
Unemployment rates					
Geographic location					
Income differentials					
Educational attainments					
Birth rates					
Death rates					
Crime rates					
Homicide rates					
Poverty levels					
Homelessness					
Food security					

Some Questions...

- How well are you able to describe the social problems of the cultural groups in your service area?

Not at all	Barely	Fairly well	Very well	Not applicable
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- How well are you able to describe the cultural strengths of the community?

Not at all	Barely	Fairly well	Very well	Not applicable
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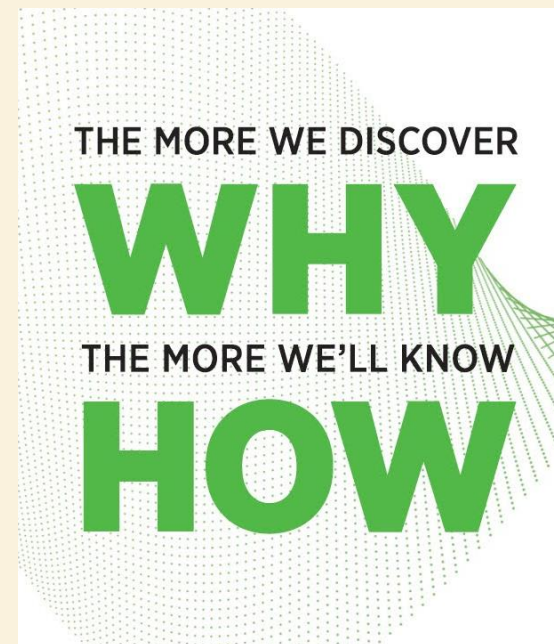
- Have you included in your Management Information System the vulnerable populations in your service area?

☐ Yes

☐ No

The More We Know....

The more we know about our clients, and their cultural nuances, it puts us in a better position to design those services that will meet their needs, give them a great client experience and positive outcomes.

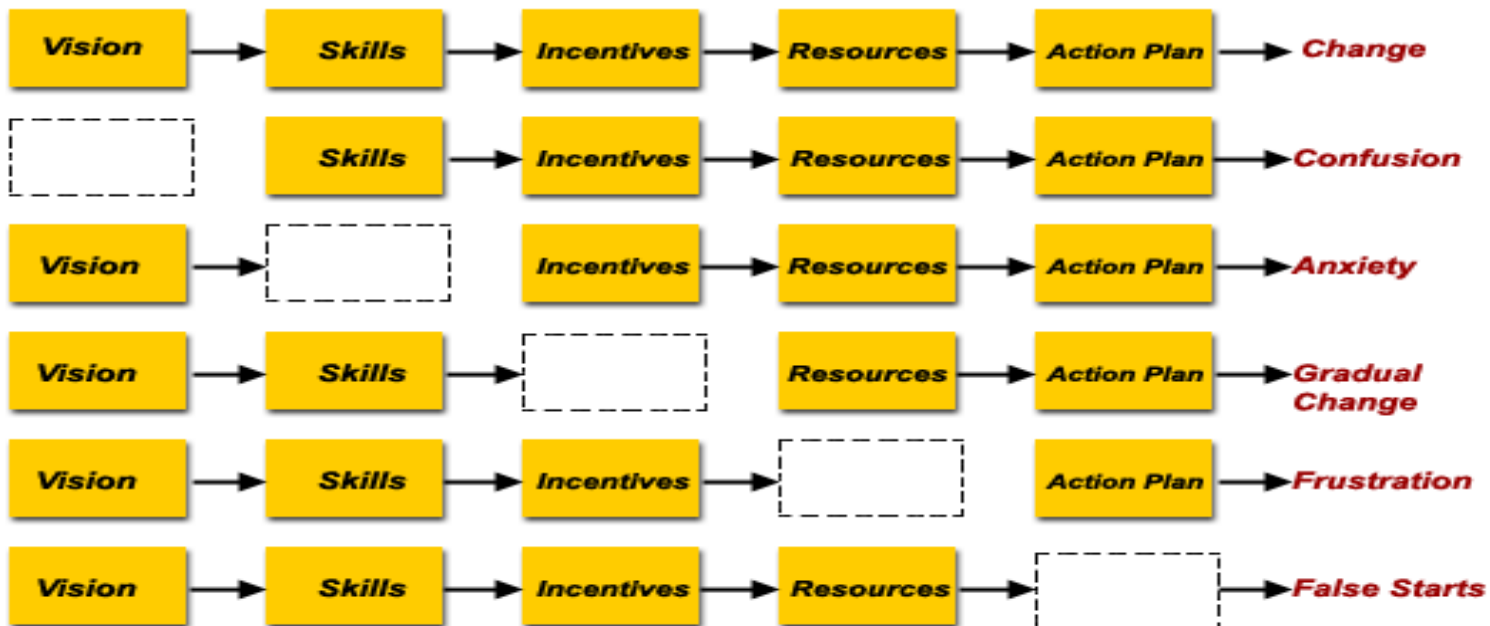


Sustaining Change

“.....a cultural transition can only be achieved systematically, even under less than favorable conditions, not simply through charisma of the person leading the change but through the use of mechanisms that alter the social interactions of people in the organization”

Sustaining Change

Managing complex change...



Some Tips for Sustaining Cultural Activation

Organizational Perspective:

1. Create an organizational culture in which the cultural identity of both staff and consumers are respected and valued
2. Lead with that culture
3. Start at the top
4. Involve every layer of the organization
5. Make the rational and emotional case together

Some Tips for Sustaining Cultural Activation

Organizational Perspective:

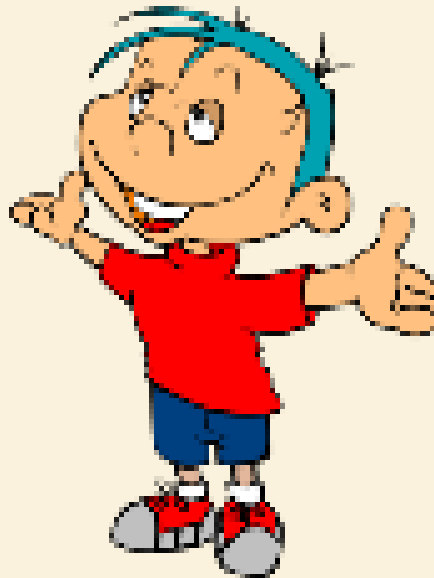
6. Act your way into new thinking
7. Engage, engage, engage – staff, consumer, and community
8. Lead outside the lines
9. Leverage formal and informal solutions
10. Assess and adapt

Understanding the Person



Summary

I AM WHO
I AM, AND
THAT'S ALL
I CAN BE



I AM WHO I
AM,
ACCEPT ME,
REJECT ME,
BUT
I'M STILL ME

Next Week in Cultural Activation

Staying Active: Sustaining Confidence, Part II

- Engaging clients
- Knowing your consumer and sustaining cultural activation:
 - Consumer
 - Caregiver's cultural awareness
 - Data to identify and sustain improvement

Thank You!

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SAMHSA's Program to Achieve Wellness

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